

IP video surveillance, an effective anti-shrinkage solution for pharmacies.

Echassons Pharmacy drastically reduces its shrinkage using Axis cameras.



Organization:
Echassons Pharmacy

Location:
Longpont-sur-Orge,
France

Industry segment:
Retail

Application:
Theft prevention

Axis partner:
Vidéoconsult

Mission

Echassons Pharmacy, located in a very busy shopping mall in Longpont-sur-Orge, France, suffered from extremely high shrinkage. A €20,000 inventory shortfall spurred the owner, Mr. Confaits, to install video surveillance cameras to help locate and eliminate the causes of the shrinkage.

Solution

Vidéoconsult, an Axis Solution Gold Partner specializing in shopping centers, met Mr. Confaits' needs by installing 4 AXIS 207MW megapixel network cameras to monitor the pharmacy's sales floor. A software solution was added to the installation to allow the pharmacist to analyze events afterward when one or more products disappear off the shelves.

Result

Shrinkage was found to be mostly the fault of regular customers. Since the cameras make identification possible, it was then easy for Mr. Confaits to recover shoplifted products or call the police if the people caught on camera refused to return the stolen merchandise. Since installing his IP video surveillance system, Mr. Confaits' shrinkage has dropped to almost zero. The system also paid for itself in just 3 months.

"Having video evidence is extremely persuasive – most times, we don't even have to call the police."

Nicolas Confaits, pharmacist, Echassons Pharmacy.

While taking his first inventory after purchasing Echassons Pharmacy in Longpont-sur-Orge, France, pharmacist Mr. Nicolas Confaits found his inventory short by some €20,000. In order to combat this shrinkage, Mr. Confaits considered several security product options: security gates (EAS systems) and video surveillance. The electronic gates had a higher initial cost and, above all, required constant, time-consuming product marking, so Mr. Confaits decided to go with video surveillance.

Once again, Mr. Confaits compared several analog and IP solutions. He opted for the solution proposed by Vidéoconsult. "The record, search, and extraction functions, and quite simply the precision of the IP-based system, were what convinced me." For €4,500, Echassons Pharmacy was equipped with a software video management solution, a monitor, and 4 AXIS 207MW Network Cameras with megapixel resolution which can precisely identify a wrongdoer. Installation and a one-year maintenance contract were included in the cost.

The video surveillance system has now become an everyday tool for Mr. Confaits. His first mission was to put a stop to the external shrinkage running rampant in the pharmacy. 80% of shoplifting was being committed by regular customers. "We had no idea who was doing it," the pharmacist adds. Since thefts are noticed afterward in 60% of cases, the pharmacist conducts chronological searches using the software solution. "It only takes me a minute to find when the missing product left its place on the shelf."

Since the customers are mostly regulars, it is easy for the pharmacist to identify them, and then call the people involved and offer them two choices: return the products or answer to the police. "Having video evidence is extremely persuasive – most of the time, we don't even need to call the police," Mr. Confaits explains. When he does have to bring in the police, all he has to do is extract the video sequence, load it onto a USB key and give it to the police.

The system also enables Mr. Confaits to monitor the cameras from home when an alarm is activated in the pharmacy outside business hours. That way, he can remotely evaluate whether or not intervention is needed. The pharmacist can also be in his office in the back of the pharmacy, see how busy it is up front, and come to help out without having to ask a clerk to come back and tell him.

Mr. Confaits is particularly satisfied with his system, which he estimates paid for itself in just 3 months by cutting down on shrinkage. Today, his inventory shows totals that are almost exactly what is in the computer. His video surveillance system is now an integral part of the pharmacy's management tools.



Vidéoconsult – www.videoconsult.fr

Vidéoconsult offers a turnkey solution for remote video surveillance for retail pharmacies throughout France. Administrators can view images locally or remotely (online), live or recorded, from up to one month earlier (the legal time limit). This highly security-oriented video surveillance solution is also a tool to assist in the running of the pharmacy (restocking, customer traffic, customer management).

